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TO THE HEADS OF INFANT'S WEAR DEPARTMENTS

 All of us know that after the war we are going to be plunged into an era of highly competitive selling. Then *our* department and *our* salespeople will be put to the test. The Vanta Company has been distributing baby garments for many years now, and in that time we have collected a lot of information about selling infant's wear which should be helpful to department heads everywhere. We've put some of this information — particularly that which has to do with display — into this booklet.

To double-check our data, and to make sure that it had the proper postwar touch, we enlisted the services of Joseph B. Platt, well-known New York designer, among whose other accomplishments have been the sets for that great movie "Gone With The Wind." Mr. Platt has worked with a number of department stores across the country; in particular he designed the famous Twenty-Eight Shop at Marshall Field's in Chicago. The display and selling ideas illustrated here were prepared and drawn by Mr. Platt specially for this booklet. We sincerely hope you will find many that will prove useful to you. All of them are easy to execute, call for a minimum of props and materials. A few pots of paint, a few rolls of wallpaper, such simple accessories as ribbons, baskets, boxes, plywood cut-out, etc., are all that are necessary to make your infant's wear department new, fresh and different.

Right: Paint works wonders. A cut-out fox and kitten on a profiled board guard a basket of real merchandise.





Above: Display and storage streamlined by modern. Left: Striped wallpaper in candy colors, effective background for a basketful of baby needs. Stars painted on.



The accessories bar always pulls high dividends. Use it to make the most of toddler's togs. A display case above the counter calls attention to favorite items.

Use glass lavishly. High wall cases and a rim of ceiling lights give a feeling of space. Excellent for a very small infant's department.





Effective merchandise display: Drape a screen with ribbon, besprinkle it with daisies, use it as a background for infant's merchandise.

Your department is fortunate in its merchandise. The tiny garments that you sell are attractive in themselves, handsomely packaged. The traditional pink, white and blue make a harmonious appearance. They are small enough to be neatly displayed and easily handled. Supply them with a suitable, workable background and the merchandise will do the rest. Basic tip: be sure that the department is at all times fresh as a handbox. Watch carefully for smudges or other shopworn signs. They spread a down-at-the-heels air through the whole department. So, in appraising your department check these important points—good light; gay color; peaceful, harmonious background, an atmosphere conducive to lingering.



Fresh idea for counter-top, window or display case: Stack Vanta boxes between pink or blue boards. Pussy cats are painted on the floor.

COLOR is your magic tool. Don't be afraid of it. Your background colors are the traditional pinks and blues. But select pinks and blues that really mean something — candy pink, shell pink, soft rose, flesh that is just off white; sky blue, cerulean blue, pale turquoise. Then play bright poster color against them — vivid red, grass green, sunny yellow. You'll find that they won't clash but will make an interesting color harmony. For example: a clown dressed in a red and white polka-dot suit, floating an armful of balloons (see page 12) looks just right against a pale blue wall; a yellow chicken with red bill (on the same page) is enchanting when it is silhouetted against pink or against a soft gray-green.



Use Vanta boxes again to make a novel display unit against a neutral background covered with crude drawing in white or pastels.



Gifts for the baby dangle from ribbon bows in a painted frame. Background is painted or papered with stars. Wallpaper stripes on the floor.

Vanta Nurse Kerrigan on duty with advice for customers. Quilted satin backs the cases featuring high-lighted merchandise.





In this section we present two selling units: a consultant table and a counter, and floor plans for three different sizes of infant's wear departments all prepared especially for us by the well-known designer, Joseph B. Platt. Above: Vanta counter.



This consultant table has been designed to provide the greatest convenience and comfort for the customer by seating her at a table with ample knee-space. Opposite her will be seated the consultant who will have the entire Vanta line in drawers within easy reach, making it unnecessary for her to leave the customer.



The selling counter has been designed to provide almost the identical conveniences of the consultant table, with the customer seated on a stool of moderate height being served by a standing saleswoman. There are three sections of trays accessible to the saleswoman at a convenient height.



Individual attention is the keynote of this special selling feature. Sample merchandise is kept in the shallow drawers at the salesgirl's right. The fact that the salesgirl is seated, too, makes the customer feel less hurried in her buying and more at home.



Cuddly animals and dolls fill behind-the-counter cases, a perfect gift shop on a small scale key-noting the whole infant's wear department.



Nursery furniture adds to the appearance of the floor, as well as contributes to the convenience of customers while shopping.



Alice-in-Wonderland characters to charm the young fry while mothers choose tiny dresses, hats and other accessories.



BACKGROUNDS are important. Use paint with a free hand — on the wall, on the floor, on the ceiling. Dress up your plain painted walls with wallpaper borders — prim florals, gay nursery and kindergarten characters. Or try stenciling familiar storybook boys and girls on the wall — Jack in the house he built, Mary with her little lamb, the Gingerbread Boy running as fast as he can. Another good device for plain walls is to splash them with crude drawings such as a child might make — a box-like house, a little train, stick-legged children and parents.

Or paper your walls. Stripes and polka-dots are always good. Stars and bowknots are effective. And there's a wide range of children's wallpapers to choose from. Wallpaper is effective, too, on the floor. Carefully laid and covered with a fine coating of wax it will last for at least five years.

Try stripes on your walls *and* floors and see what an amusing effect you will get. As for the ceiling, paint it, paper it or let it run wild with all the storybook and nursery rhyme characters you can remember.

Right: One large duck, one small, act as support for a hammock-like arrangement that carries merchandise and packages. Background, pink wall, gray floor.





Comfortable chairs and couches invite customers to linger,
make the business of selecting a layette interesting and fun.



Left: A nursery book house painted and cut out to display infant's wares. Below: Note the glass-topped counters.





DISPLAY FIXTURES don't have to be dull. In planning them think in terms of the mind of a child — Mother Goose, the zoo, the circus, Alice-in-Wonderland. Let *them* display the merchandise you sell. Not only are they amusing to the youngsters who accompany their parents but they have a nostalgic charm for grown-ups as well.

Counter displays can be attractive, too. Fresh star-studded or striped paper on the floor of the cases gives a nice background for tiny garments; the use of pastel cloth or bath mats on counter tops lend freshness and harmony — and they can be changed at will. And quilted satin in soft blue or pink, as a lining of a showcase, adds a lush, luxurious touch.



Toys combine with merchandise to make an interesting display. Above: A not-too-conventional stork carries a market basket of baby toiletries.



Baby's outfit poses in a separate case, complete with its own light. On the table, a well-dressed doll in bassinet.



Tuck merchandise into a real or papier-mache bathtub. Below: Table and chairs designed for inspection of garments and consultation.





Everything for baby in his own corner. Mothers can check their needs here: diapers, shirts, nightgowns, dresses, gertrudes, coats, bonnets and accessories of all kinds.



e hope that you have found in this book all sorts of ideas that will prove useful to you, and many that will fit into your own problems. Making baby garments is our business; selling them is yours . . . but we believe helping you sell is our business too. That is why this book has been developed for you.

We close with an amusing thought (shown at right) that could be extended along your entire back counter area: A menagerie on a fence holding gift-wrapped merchandise. Lights on the other side of the fence silhouette forms that will enchant young customers.



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